



# Louisiana Wildlife and Fisheries Foundation NEWSLETTER

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## FOUNDATION HELPS FUND DEPARTMENT'S LAPSED ANGLER PROGRAM

In an effort to lure former Louisiana anglers back into the ranks of recreational fishing license holders, the Louisiana Department of Wildlife and Fisheries (LDWF) joined the Recreational Boating and Fishing Foundation's (RBFF) Lapsed Angler Program.

LDWF launched the campaign on May 28 and targeted approximately 70,000 lapsed anglers across the state. Lapsed anglers are those who have purchased a fishing license in previous years but do not currently hold one. Anglers who have not recently bought a license were sent targeted mailings reminding them to purchase a license and support fisheries management. Recreational fishing licenses for the 2008-09-license year went on sale June 1, 2008 and are valid until June 30, 2009.

"The Lapsed Angler Program gives the department a great chance to reconnect with past fishing license holders," said Thomas Gresham, LDWF Public Information Office assistant director. "These former anglers are experienced fishermen and women and already own most of the equipment and tackle. We just want to remind them how




LDWF is trying to reconnect with former residential recreational fishing license holders by joining the RBFF's Lapsed Angler Program. The foundation donated \$5,000 to LDWF for the program.

enjoyable it is to spend a day fishing in Louisiana."

The cost of the mailings were shared by LDWF and RBFF. The Louisiana Wildlife and Fisheries Foundation donated \$5,000 in the form of a challenge grant to provide a total of \$10,000 to the program

The direct mail marketing program employed an oversized postcard with a message encouraging anglers to purchase a fishing license. As a motivational incentive, LDWF

offered a free "I'd Rather Be Fishing in Louisiana" bumper sticker to those individuals who responded before July 1. Those who did not respond to the initial mailing were sent a follow-up postcard in mid-July.

Anglers can purchase licenses at various vendors throughout the state including discount stores, tackle shops and sporting good stores. Licenses can also be purchased by calling 1-888-765-2602 or at [www.wlf.louisiana.gov](http://www.wlf.louisiana.gov). 


## C.C.A. OF LOUISIANA ELECTS L.W.F.F. BOARD MEMBER

**B**ob Bush of Lake Charles, a lifelong conservationist and officer in the Coastal Conservation Association of Louisiana, has been elected chairman of CCA Louisiana's Board of Directors to succeed long-time chairman Jack Lawton. Bush is a current boardmember on the Louisiana Wildlife and Fisheries Foundation.

Bush, an insurance executive and avid fisherman, has been active in marine conservation issues for most of his adult life. He said that as chairman he will continue advancing CCA's agenda for responsible stewardship of Louisiana's marine resources.

"CCA has been at the forefront of many of the marine conservation advances made in Louisiana over the past two decades," Bush said. "We are committed to work-

ing with our newly-elected state officials to tackle important issues such as coastal erosion, preserving our fisheries, and helping the Department of Wildlife and Fisheries secure proper funding. CCA has a statewide group of volunteers involved in many proactive ventures. CCA has been the leader in building reefs and fishing structures."

Bush was chosen at CCA's recent annual State Convention in Lafayette. CCA members also presented Louisiana Department of Wildlife and Fisheries Secretary Robert Barham the organization's Jerry Stone Conservationist of the Year Award. The award was in recognition of Barham's leadership on marine conservation issues while he served in the Louisiana Legislature. 

## L.W.F.F. ROUTES FUNDS FOR MONROE FISH HATCHERY

**T**he Louisiana Department of Wildlife and Fisheries (LDWF) completed the Monroe Fish Hatchery renovation on pond 7 earlier this year.


LDWF File Photo

The FishAmerica Foundation, with funds from FLW Outdoors and Wal-Mart/FLW Tour, donated \$6,090 to the Louisiana Wildlife and Fisheries Foundation that was earmarked for this renovation.

The pond renovation consisted of installing a bulkhead parallel along one side of the pond levee and a top safety rail. This wall was designed to eliminate erosion and vegetation, and provide additional depth immediately below the wall.



The completed wall and hand railing for Pond 7 at the Monroe Fish Hatchery will enhance fish production, aquatic education and fishing at the hatchery.

Although this project for Pond 7 was completed, the pond has not been refilled with water as the entire Monroe Fish Hatchery is undergoing a renovation. 


**To contribute to LWFF, contact A. Kell McInnis, III, Executive Director**  
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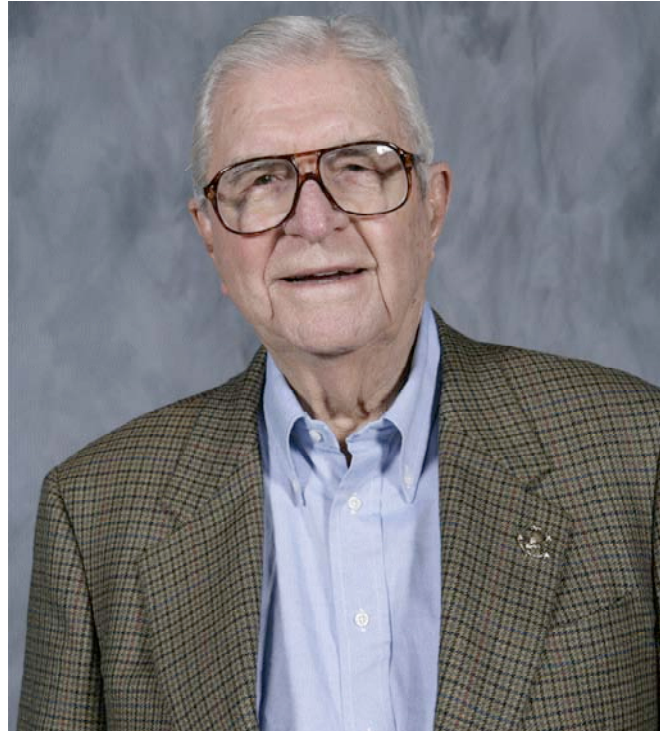
## L.W.F.F. BOARD MEMBER RECEIVES N.W.T.F. TOP HONOR

**J**ohn Barton Sr., of Baton Rouge, received the National Wild Turkey Federation's Five-Star Award during the Federation's annual Convention and Sport Show in Atlanta, Feb. 22 to Feb. 24.

The Five-Star Award is the NWTF's highest volunteer recognition, named for the military five-star rank, the highest rank of general, which is given infrequently by Congress to individuals of outstanding ability, achievement and leadership. The NWTF's Five-Star Award is not given every year and, in fact, only two other outstanding volunteers have received it.

Barton had a huge impact on the NWTF from the very beginnings of the organization. He moved the Federation from being in the conservation business to the business of conservation.

John Barton Sr., a lifelong outdoorsman, was involved in the initial wild turkey restocking efforts in Louisiana. He currently serves on the Louisiana Wildlife and Fisheries Foundation board. 



John Barton, Sr., received the NWTF's highest volunteer honor in February at the NWTF Convention and Sport Show in Atlanta.

Photo Courtesy of NWTF

## L.W.F.F. DONATES TRUCKS TO MOTTLED DUCK STUDY

**T**he Louisiana Wildlife and Fisheries Foundation (LWFF) donated a 2003 Chevrolet Silverado 1500 and 1998 Dodge 1500 truck to the Louisiana State University (LSU) Agricultural Center (AgCenter) for a mottled duck telemetry study headed by Gulf Coast Joint Venture (GCJV) partners. The study will track survival and habitat use along the Texas and Louisiana coasts.




Pictured is a 2003 Chevrolet Silverado pickup truck equipped with telemetry gear to help track the banded mottled ducks.

The three-year study of mottled duck seasonal survival, habitat use, and movements began in July 2007. The study is a collaborative effort among GJJV partners led by researchers at LSU AgCenter and Texas A&M University - Kingsville. The scope of the project includes the entire mottled duck range of coastal Texas and Louisiana.

Because they are non-migratory and must satisfy

Ducks Unlimited and other conservation partners of the GCJV will use information from the study to refine habitat conservation and management strategies for enhancing the growth of mottled duck populations.

their annual resource needs from a small geographic range, mottled ducks are unique waterfowl. They are the primary breeding waterfowl of the Western Gulf Coast, and their range and habitats overlap an imperiled coastal ecosystem. 

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## FOUNDATION PURCHASES LUNKER BASS REPLICAS

The Louisiana Wildlife and Fisheries Foundation presented three bass replicas to fishermen for entering their 12 pound bass into the Toledo Bend Lunker Bass Program at Toledo's Big Bass Splash in July. Carol Crain also received a replica for her 12-pound bass caught on Caney Creek Reservoir this year.

Photo by Donald Genais



Ricky Yeldell far left, LDWF Inland Fisheries Biology Manager, and far right A. Kell McInnis, Louisiana Wildlife and Fisheries Foundation Executive Director, presented three bass replicas to anglers who caught fish weighing over 12 pounds and entered them into the Toledo Bend Lunker Bass Program. Left to right anglers holding replicas are: Bruce Salter-12.64 pounds, Ernie Austin-12.22 pounds and Dwayne LeBlanc-13.4 pounds.

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